

## "SWAT THE FLY" ON APRIL 1 IS NO APRIL FOOL JOKE

"Clean Up" Campaign Will  
Start on That Date All  
Over Greater City.

WAR ON DIRT; NO MERCY

Placards and Buttons to Be  
Distributed With Mottoes  
Bearing on Crusade.

Health Commissioner Lederle, aided by Dr. Marion McMillan, is working industriously for the "swat the fly" and "clean up" campaign to be started April 1. Everything is to be done in a business-like manner and the public thoroughly informed as to the progress of the work.

There was a conference to-day in Dr. Lederle's office of those who are to handle the campaign. Plans were discussed to obtain the best results. Those present were Walter Laidlaw of the Federation of Churches, Charles E. Hinde of the North Side Board of Trade, Garrett Smith of the Babies' Welfare Association, James Jenkins Jr. of the Brooklyn Bureau of Charities, Prof. Winslow of the College of the City of New York and Mrs. Heath of the Housewives' League.

It was decided to involve the aid of the clergy in the campaign. Every minister in the greater city will be asked to preach the Sunday before the campaign opens on the necessity for cleanliness. "Cleanliness is next to Godliness." Scores of clergymen already have agreed.

Warfare is to be waged on flies, dirt in houses, stores, yards and streets. A committee will be in charge in each borough all subject to suggestions from Dr. McMillan and his principal aide, Dr. S. Josephine Baker.

"Swat the flies," "protect the babies" and "clean up" are to be the slogans of the campaign. Placards and buttons are to bear these watchwords and be distributed all over the city. Each borough committee will appoint ward councils and these will designate persons to direct the cleaning up of each block. It is going to be some cleaning, remember that. Housewives will be enlisted in the campaign and no house, tenement or mansion is to be excepted.

"There is no reason why New York should not be systematically kept as clean as Berlin or other foreign cities," Dr. Lederle said to-day. "We do not intend to stop with the mere work of cleaning. Inspectors will lecture in the public schools to educate the children, and through them the parents, to keep up the work accomplished during the campaign."

## FURNITURE "THEFT" A JOKE.

Magistrate Fares Man Who  
Baptized Bachelor's Apartment.

Magistrate Butts in the West Side Court to-day passed three men arrested with a whole lot of furniture, the property of J. E. Golding, a travelling salesman, who has a bachelor apartment at No. 27 West Thirty-sixth street. The men fell into the hands of the police last night after they had stripped Golding's flat and were driving off with the furniture.

The three prisoners, James More, twenty-one years old, of No. 417 West Thirty-sixth street, Albert Peterson, forty, of No. 307 West Eleventh street, and James Murray, thirty-eight, of No. 775 Amsterdam avenue, said a man known to them only as "Whitney" had told them to cart the furniture off to a storage. "Whitney," it appears, said he was a friend of Golding. The men are employed by Charles Shapiro, a furniture mover of No. 24 West Forty-first street. The Magistrate said he thought the affair a practical joke.

## MRS. MANGES ESCAPES OPERATION

How She Was Saved From  
Surgeon's Knife by Lydia  
E. Pinkham's Vegetable Compound.

Mogadore, Ohio—"The first two years I was married I suffered so much from female troubles and bearing down pains that I could not stand on my feet long enough to do my work. The doctor said I would have to undergo an operation, but my husband wanted me to try Lydia E. Pinkham's Vegetable Compound first. I took three bottles and it made me well and strong, and I avoided a dreadful operation. I now have two fine, healthy children, and I cannot say too much about what Lydia E. Pinkham's Vegetable Compound has done for me."—Mrs. LEE MANGES, R. F. D. 10, Mogadore, Ohio.

Why will women take chances with an operation or drag out a sickly, half-hearted existence, missing three-fourths of the joy of living, when they can find health in Lydia E. Pinkham's Vegetable Compound? For thirty years it has been the standard remedy for female ills, and has restored the health of thousands of women who have been troubled with such ailments as displacements, inflammation, ulceration, tumors, irregularities, etc.

If you want special advice, write to Lydia E. Pinkham Medicine Co. (confidential), Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.



## NEW FRENCH SHADOW AND NOVELTY VEILINGS AT 25c AND 50c YARD

Complete assortments of all the newest effects, including a large range of the most favored meshes, at the special prices of 25c and 50c a yard.

## Simpson Crawford Co.

IN NEW YORK'S SHOPPING CENTER

# Ready! Every Apparel Need for Easter

## Fascinating Styles for Misses and Girls

New \$29.75 Suits at \$22.50



Misses and girls in their teens are to be congratulated for the favors which Dame Fashion has bestowed upon them this Spring. The new models are so charmingly girlish—the fabrics so refreshingly new—the trimmings so dainty and unusual—the range of selection so wide—that you fairly lose your heart to them.

The distinctive Balkan model illustrated is an exact reproduction of a Paris suit. Made of Bedford cord. The blouse coat which fastens to one side with a row of small buttons and satin loops has tailor-stitched bands down front; the collar is of ratine embroidery; straight line skirts, with stitched bands at bottom, in navy, Copenhagen, café, seal, tan and gray. Sizes 14 to 18 years; value \$29.75; special, \$22.50.

### Misses' Tailored Suits

Becoming straight line models of men's wear serge, with deep shawl collar of satin and trimming of ornaments in Empire style; also various other models of attractive design. Gracefully draped skirt. Sizes 14 to 18 years. Value \$35.00; special, \$18.75.

### Misses' Spring Coats, Value \$19.75, at \$15.00

This group includes modish seven-eighth length coats of Bedford cord, eponge, serge and fancy coatings, introducing the very smartest effects in cutaways; belted backs and becoming collars; same peau de cygne lined throughout. Sizes 14 to 18 years; value \$19.75; special, \$15.00.

Misses' and Juniors' Tailored Frocks of men's wear serge and shepherd checks. Charming new models, in vestee and Balkan effects, beautifully trimmed with Bulgarian or heavy silks; crushed girdle; straight line draped skirts. Sizes 13 to 18 years; value \$17.50; special, \$12.75.

### Juniors' Spring Suits

Jaunty, loose line model of men's wear serge; slightly cutaway, with Empire or straight back and clever collar of satin, combined with touches of Bulgarian silk and buttons. All desirable shades and checks. Sizes 13 to 17 years; value \$18.75; special, \$15.00.

Juniors' and Misses' Mackinaws—Genuine Mackinaw cloth, in plaids and stripes, in all the newest belted effects. Sizes 13 to 18 years; at \$7.50, \$9.75 and \$14.75.

Girls' Washable Dresses at 75c, \$1.50 and \$1.95—Round waisted and Russian models, of gingham, chambray and percale; attractively trimmed. Sizes 6 to 14 years.

Girls' \$12.75 Spring Coats, \$8.75—Splendid Russian blouse, style as illustration, modelled of men's wear serge with large cut collar and cuff of moire in contrasting shades. Broad stitched belts at hips closing at side with ornamental buttons and piped button holes. Sizes 6 to 14 years.

Complete line of Girls' Coats in all the newest effects at \$5.00 to \$22.50.

Simpson Crawford Co., Third Floor. On Sale To-Morrow.



## Brilliant Showing Easter Neckwear

Paris Copies of Neckwear at 25c and 50c



Many of these styles are scarcely a week from Paris; all are copies of expensive pieces from French makers of the most exclusive neckwear. The Prince Imperial Collar, as illustrated, is one of fashion's favorites in neckfixings. It is made of broadened silk, crepe de chine and French crepe, with new double ruffle or jabots of French shadow lace.

Also included are Bulgarian embroidered collars of various styles, French Corded Silk Collar and Cuff Sets, New Shoulder Point Collars, with or without jabots. Collars of crepe de chine in dainty flowered effects. Fine Batiste Embroidered and Lace Trimmed Collars. Cherry Embroidered French Satin Collars. Dainty Collar and Cuff Sets of St. Gall Embroidery.

### 950 Pieces Rich Imported Lace Neckwear at 79c

Handsome Shawl Lace Coat Collars; Dutch Collar and Cuff Sets, or Separate Collars; Lace Coat Sets; Lace Sailor Collars of the very latest shapes; some worth \$1.25, some \$1.50.

### Regular \$2.50 New Spring Maid Ruff at \$1.39

The newest thing to wear with Spring suits or dresses. Of fine maline, made in full style, finished with messaline bow; black and white, also colors.

Odd Lots of Real Irish Lace Neckwear, Values to \$10.00, at \$1.00, \$1.95, \$3.95

Simpson Crawford Co., Main Floor. On Sale To-Morrow.

## Easter Gloves Underpriced

You will do well to provide for your Easter glove requirements in this sale to-morrow. The qualities are all standard, the styles exactly those wanted for Spring wear, and the prices considerably lower than regular—for to-morrow:

Women's \$1.25 to \$1.50 Kid Gloves at \$1.00

French real Kid Gloves; two clasp; black and tan, colors; also women's white pique Lamb skin glove, heavy crocheted black silk embroidered backs, one clasp.

Women's \$2.50 White Glove at \$1.69

Sixteen button length, mousetaire imported gloves.

Women's \$1.50 Silk Gloves for Short

Sleeves at \$1.00

Embroidered arms; elbow length.

Women's \$3.50 Pique Mocha Gloves, \$1.69

Black, gray and brown; for elbow sleeves.

\$1.25 Milanese Silk Elbow Length Gloves

at 89c

75c Tricot Silk Elbow Length Gloves at 59c

Children's \$1.35 French Real Kid Gloves

at \$1.00

Men's \$1.50 Capekin Gloves, \$1.00

Simpson Crawford Co., Main Floor. On Sale To-Morrow.

## GROCERIES

DESSERT  
PEARS  
In syrup,  
large 1 lb. can 11c

ORANGES Sweet per dozen 18c  
GRAPE FRUIT 1 doz 5c  
POTATOES 1 basket 15c

DOUGHNUTS and CRUL-  
LERS Choice, to-morrow, a 8c  
Home baked, delicious 10c  
PIES each 23c  
LAYER CAKES 1 doz 23c

COOKED CORNED BEEF  
Water sliced 30c  
COOKED TONGUE Water  
sliced 39c  
ASPARAGUS Medium stalks  
1 lb. 11c

FRESH EGGS Not delivered,  
dozen 20c  
HENNERY WHITE AND  
BROWN BOILING EGGS  
Not delivered,  
dozen 30c

COOKED HAM, sliced, lb. 29c

COFFEE Fresh roasted, Mar-  
acaibo, lb. 25c

SLICED PEACHES Victory  
brand, 25c

SIMPSON CRAWFORD CO., SIXTH AVENUE, 19TH TO 20TH STREET

## WOMEN'S 79c THREAD SILK HOSIERY AT 58c

In black and assorted shades; double barter tops; reinforced soles, heels and toes.

Simpson Crawford Co., Main Floor.

## In the Millinery Sections To-Morrow Will Be a Great Day for The College Miss, School Girl and Little Sister—To-Morrow

For Saturday's selling we have prepared a wonderful showing of hats—trimmed and untrimmed—especially for misses and girls. Fascinating little shapes that snugly right down to the ears, with just a touch of trimming to set them off with true Parisian smartness. Simplicity, you know, is a feature of even the most expensive Paris hats.

We have opened our Misses' and Children's Trimmed Hat Department on the Main Floor, so now that school is closed for Easter week all our young friends will have a chance to come and see the perfectly wonderful array of pretty hats we have provided for them.

### Children's Tailored or School Hats We Specialize

The Fay—A dainty little child's hat trimmed with shirred ribbon. You should see it. At \$2.35.

The Dimple—A rolled brim hat with dome crown, trimmed with gros grain ribbon. At \$1.48.

Mermaid—A becoming medium size mushroom, trimmed

with gros grain ribbon. Very becoming and girlish. At \$1.48. Nestling—A fetching rolled brim hat, trimmed in satin ribbon, A favorite. At \$1.65. Several different styles to select from in our untrimmed hats for the little tots of 4 years to the young miss of 16.

Don't forget that we trim your child's hat free, provided the hat and trimmings are bought here. Ribbon bows also tied free if ribbon is purchased in our Ribbon Department.

Simpson Crawford Co., Main Floor. On Sale To-Morrow.



## A Special Sale of Men's \$25.00 Silk-Lined Tuxedo Suits or Full Dress Coats and Trousers at \$15

Any man who has the slightest suspicion that his dress suit or dinner coat is not absolutely correct to date cannot but feel ill at ease. To-morrow you will have an opportunity to say good-bye to that uncomfortable feeling and at the same time enjoy the satisfaction of saving at least a ten dollar bill.

We made a very large purchase from a prominent maker who specializes in these lines. To close his season we secured a price concession of nearly half price. Made of imported black thibet, lined throughout with silk, and lapsels of grosgrain silk. Every earmark of a custom made garment and all you pay is \$15.00. Every size from 34 to 46, including all styles.

100 Men's Separate Full Dress Coats, sizes 34 to 46, at \$12.50	250 Fancy Tuxedo and Full Dress Waist-coats at \$2.65	100 Men's Separate Tuxedo Coats, sizes 34 to 46, at \$10.00
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### Our Men's Spring Suits at \$15.00 Are Wonders

Ready to serve you with your new Spring Suit—a selection of grays and fancy effects; cut in all the new models; some lined with silk, others with serge or alpaca.

### Men's Silk-Lined Suits at \$20.00

A suit your tailor would charge you \$40.00 for. Imported fabrics in the new grays, also plain navy blue serge, all lined throughout with pure silk. The quality, tailoring and finish we have put into these new suits will astonish you. Just see them. We are always glad to have you look things over, whether you care to buy or not.

Men's Hats  
The new English Soft Hats have just arrived, greens, browns and tans, priced special at \$1.50.

## To-Morrow—Last Day, Mr. New Yorker, to Get Your Custom Suit to Order for \$18.50

Choice of \$30.00 and \$35.00 all-wool suitings—100 different Spring weaves.

Simpson Crawford Co., Second Floor. On Sale To-Morrow.

## Men's \$1.00 New Spring Shirts at 67c

It doesn't matter to you how and why we make this timely offer. The values are here—that's the point. We haven't any too many at this price, and of course there is a choice.

These shirts are well made, in a good quality of Harmony Percale; all are coat cuts; stiff attached collars; in pleated and plain bosoms; light and dark effects, in blue, lavender and black stripes and figures; sizes 14 to 17 inches; the bodies are all extra large; some haberdashers ask \$1.25 for the same style and quality. To make things interesting to-morrow the price will be 67c.

### Men's Silk Half Hose at 18c

So we refrain from mentioning any comparative price. Black, tan and assorted shades; double soles, heels and toes.

Simpson Crawford Co., Main Floor. On Sale To-Morrow.

## Bring the Boys To-Morrow

THE BOYS' STORE—Now in Spring Attire, With Everything for Boys, Big and Little—Many Extra Values.

The best suit in American fabrics, guaranteed all wool, non-shrinkable; coats cut Norfolk style; 2 pairs of knicker trousers, extra full cut, peg top, lined throughout; sizes 7 to 16 years; Saturday. Navy Blue All Wool Serge Suits; Norfolk Jackets, 7 to 17 years; double-breasted, 12 to 18; knicker pants, lined; at. Natty Spring Reefers, the new Norfolk styles, blue or fancy mixtures; ages 2½ to 10 years; at.

500 Boys' Regular \$5.00 Suits at \$3.95

Norfolk Jackets, ages 6 to 16 years; materials of fancy woolen mixtures; colors in grays, browns and tans; special. Norfolk Jackets, 2 pairs of knicker pants, at \$3.95



Simpson Crawford Co., Second Floor. On Sale To-Morrow.

The "tip" outwear the gloves

## "The Kayser" SILK Glove

will give more "real" service and satisfaction than the "ordinary kind"—and "cost no more"—than the glove represented as "just as good."

"KAYSER" Silk Gloves are not the outcome of "claims" or "arguments," but solely the result of a lifetime of striving for the attainment of an ideal, the achievement of which has not been hampered by restrictions of cost or time.

The guarantee you receive with gloves, sold without the maker's name, rarely ever goes back any further than the clerk who sold the goods.

Every pair of "KAYSER" Silk Gloves contains a guarantee ticket—both the glove and the ticket bear the name "KAYSER." Look for it—it is assurance of quality, fit and value and is there for your protection.

Short Silk Gloves, 50c, 75c, \$1, \$1.25, \$1.50  
Long Silk Gloves, 75c, \$1, \$1.25, \$1.50, \$2

Julius Kayser & Co., Makers  
New York